

Message Text

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USDOC FOR BIC/OMP - JOHN BATALLER

E.O. 11652: N/A

TAGS: BEXP, APER

SUBJ: FSL REGIONAL SEMINARS

REF: MEMO FROM BATALLER TO COMM. ATTACHE, 7/8/75

1. WE ENDORSE ALL PROPOSED AGENDA ITEMS. HERewith OUR
ADDITIONAL SUGGESTIONS.

2. SEMINAR SCHEDULE SHOULD EMPHASIZE PROVISION OF AMPLE TIME
FOR Q AND A AND DISCUSSION. EXCHANGE OF VIEWS AND IDEAS ON
METHODS OF OPERATION AMONG FSL COLLEAGUES FROM DIFFERENT
POSTS IS KEY BENEFIT OF SUCH SEMINARS.

3. DETAILED SUMMARY OF ENTIRE PROCEEDINGS, SPECIFICALLY INCLUDING
COMMENTS AND SUGGESTIONS OF FSL PARTICIPANTS, SHOULD BE MADE
AVAILABLE AFTER SIMINAR TO ALL INTERESTED USG AGENCIES AND TO
POSTS INVOLVED. FSL CONTRIBUTIONS CAN BY OF GREAT VALUE IN IMPROVING
PROGRAMS.

4. AGENDA SHOULD INCLUDE BRIEFING ON CURRENT US ECONOMIC
SITUATION, DEVELOPMENTS IN US INDUSTRY AND TECHNOLOGY,
AND US TRADE POLICY, ALL MATTERS ON WHICH FSL STAFF ARE
FREQUENTLY QUESTIONED BY THEIR BUSINESS CONTACTS.

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5. ITEM 3 SHOULD INCLUDE INSTRUCTIONS ON DESK STUDIES AND

MARKET RESEARCH, INCLUDING THE GLOBAL MARKET SURVEY SERIES, WITH TIME FOR DISCUSSION OF EXPERIENCE WITH OUTSIDE CONTRACTORS, INCLUDING POST RESPONSIBILITY FOR REVIEWING THEIR REPORTS.

6. WORK OF DISTRICT OFFICES SHOULD BE COVERED BY AN INTERNATIONAL TRADE SPECIALIST FROM A DO (HOW CONTACTS WITH US FIRMS ARE MADE; HOW ADS IS SOLD; RECRUITING FOR MISSIONS, FAIRS, TC SHOWS; REACTIONS BY US BUSINESSMEN TO DO APPROACHES; ETC.).

7. ADDITIONAL TOPIC: BASIC PROMOTIONAL TECHNIQUES AND ORGANIZATION OF WORK (HOW TO APPROACH LOCAL BUSINESSMEN; SOLICITATION AND HANDLING OF INQUIRIES; USE OF MAILINGS, HANDOUTS, BROCHURES, NEWSLETTER, WORKING WITH BANKS, TRADE ASSOCIATIONS, CHAMBERS OF COMMERCE, AND OTHER MULTIPLIERS; ETC.).

8. REGIONAL SEMINARS SHOULD GROUP COUNTRIES WITH SIMILAR ECONOMIC CONDITIONS AND PRACTICES, TO EXTENT POSSIBLE. SWITZERLAND SHOULD BE GROUPED WITH GERMANY, AUSTRIA, POSSIBLY FRANCE, RATHER THAN YUGOSLAVIA OR SPAIN, FOR EXAMPLE.
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